



# Town of Newmarket Agenda

## Main Street District Business Improvement Area Board of Management

Date: Wednesday, July 17, 2019  
Time: 7:00 AM  
Location: Mulock Room  
Municipal Offices  
395 Mulock Drive  
Newmarket, ON L3Y 4X7

### Pages

#### 1. Additions and Corrections to the Agenda

#### 2. Declarations of Pecuniary Interest

#### 3. Presentations & Recognitions

##### 3.1 Digital Main Street

1

**Note:** Daniela Mazzaferro, Small Business Consultant from York Region will be in attendance to provide a presentation on this matter.

#### 4. Deputations

##### 4.1 Blue Door Shelters

3

**Note:** Michael Braithwaite, CEO, Blue Door Shelters, will be in attendance to provide a deputation on this matter.

##### \*4.2 Newmarket Hug-A-Thon Guinness World Record Attempt

5

**Note:** Nancy Bodi, Global Strides Charity/Trinity United Church, will be in attendance to provide a deputation on this matter.

#### 5. Approval of Minutes

##### 5.1 Main Street District Business Improvement Area Board of Management Minutes of June 19, 2019

7

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of June 19, 2019 be approved.

**6. Items**

6.1 Street Events Update

6.2 Staff Update

6.2.1 Financial Update

6.2.2 Financial Incentive Program Staff Working Group Update

\*6.3 Parking Update

\*6.4 Garbage Update

**7. New Business**

**8. Closed Session (if required)**

**9. Adjournment**

# YORK REGION DIGITAL SERVICE SQUAD D | S | S

A **FREE** resource for your business, helping you build your online presence and promote and sell online successfully.

The Digital Service Squad is a highly-trained team of digital marketing specialists working with main street small businesses, like yours, to help enhance their digital tools and online presence. In addition, they provide advice and recommendations to streamline your business operations and can help you with your application for the Digital Main Street Transformation Grant to support digital projects.

## How Does It Work?



The squad will arrange a time to visit your business. This visit is typically 1-3 hours, offered at no cost and can include:

- Digital Assessment and audit of your digital presence and various digital properties (website, social media, etc.)
- One-on-one consultation to assist in building a wish list of priority items that you want to work on
- Setup or optimization of your location's Google My Business (GMB) profile, this could include taking 360-degree photos
- Guidance, advice and initial assistance with other digital solutions for your business: social media accounts, CRM software, pay per click ads, POS, email marketing campaigns, inventory management systems, graphic assets development and management, survey and feedback strategies and systems, and Google Analytics
- Information on upcoming learning opportunities
- Free tools and resources

If you would like to schedule a convenient time for a Digital Service Squad member to drop by your business, please visit [yorksmallbusiness.ca/digitalmainstreet](https://yorksmallbusiness.ca/digitalmainstreet).



## Deputation and Further Notice Request Form

Please complete this form to speak at a meeting of Town Council or Committee of the Whole or to receive further notification regarding an item on the agenda. If filling out by hand please print clearly.

Please email to [clerks@newmarket.ca](mailto:clerks@newmarket.ca), fax to 905-953-5100 or mail or drop off at Legislative Services Department, Town of Newmarket Municipal Offices, 395 Mulock Drive, PO Box 328, STN Main, L3Y 4X7

Name: <b>Michael Braithwaite</b>	
Organization / Group/ Business represented: <b>Blue Door</b>	
Address: [REDACTED]	Postal Code: [REDACTED]
Daytime Phone No: [REDACTED]	Home Phone:
Email: [REDACTED]	Date of Meeting: <b>July 17th, 2019</b>
Is this an item on the Agenda? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Agenda Item No:
<input type="checkbox"/> I request future notification of meetings	<input type="checkbox"/> I wish to address Council / Committee
Describe in detail the reason for the deputation and what action you will be asking Council/Committee to take (if applicable): I will be advising the BIA of the activities taking place at Blue Door, including a new social enterprise that will support the communities most vulnerable in linking them to union jobs in the construction industry. I will be looking to the BIA for ideas around potential contracts for general labour work that this program can take on to provide a paid work experience for participants.	
Do you wish to provide a written or electronic communication or background information <input type="checkbox"/> Yes <input type="checkbox"/> No Please submit all materials at least 5 days before the meeting.	

### Deputation Guidelines:

- Deputations related to items on the agenda can be accommodated up to and including the meeting day;
- Deputations related to items not on the agenda may be scheduled within sixty (60) days of receipt of this form;
- Deputations will not be heard on a matter decided upon by Council until ninety (90) days have passed from the date of the matter's disposition by Council;
- Deputations are limited to 5 minutes.

Be advised that all Council and Committee of the Whole meetings are audio-video recorded and live streamed online. If you make a presentation to Council or Committee of the Whole, your presentation becomes part of the public record and you will be listed as a presenter in the minutes of the meeting. We post our minutes online, so the listing of your name in connection with the agenda item may be indexed by search engines like Google.

Personal information on this form will be used for the purposes of sending correspondence relating to matters before Council. Your name, address, comments, and any other personal information, is collected and maintained for the purpose of creating a record that is available to the general public in a hard copy format and on the internet in an electronic format pursuant to Section 27 of the Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990, c.M.56, as amended. Questions about this collection should be directed to the Director of Legislative Services/Town Clerk, Town of Newmarket, 395 Mulock Drive, P.O. Box 328, STN Main, Newmarket, ON L3Y 4X7; Telephone 905 895-5193 Ext. 2211 Fax 905-953-5100



## Deputation and Further Notice Request Form

Please complete this form to speak at a meeting of Town Council or Committee of the Whole or to receive further notification regarding an item on the agenda. If filling out by hand please print clearly.

Please email to [clerks@newmarket.ca](mailto:clerks@newmarket.ca), fax to 905-953-5100 or mail or drop off at Legislative Services Department, Town of Newmarket Municipal Offices, 395 Mulock Drive, PO Box 328, STN Main, L3Y 4X7

Name: <b>Nancy Bodi</b>	
Organization / Group/ Business represented: <b>Global Strides Charity/ Trinity United Church/ Local Community</b>	
Address: <b>[REDACTED]</b>	Postal Code: <b>[REDACTED]</b>
Daytime Phone No: <b>[REDACTED]</b>	Home Phone: <b>[REDACTED]</b>
Email: <b>[REDACTED]</b>	Date of Meeting: July 17, 2019
Is this an item on the Agenda? <input type="checkbox"/> Yes <input type="checkbox"/> No	Agenda Item No:
<input type="checkbox"/> I request future notification of meetings	<input type="checkbox"/> I wish to address Council / Committee
Describe in detail the reason for the deputation and what action you will be asking Council/Committee to take (if applicable): To share news that we are holding a Hug-A-Thon to break the Guinness World Record for greatest number of hugs by team of 8 in one hour. Event to take place Sunday October 27 1:00 p.m.. Team of 8 includes recognized members of Newmarket community. A fundraiser for YouthSpeaks (Newmarket charity for youth with mental health issues) and Global Strides (local charity for orphanage in Kenya). Opportunity for Main Street to be shared.	
Do you wish to provide a written or electronic communication or background information <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Please submit all materials at least 5 days before the meeting.	

### Deputation Guidelines:

- Deputations related to items on the agenda can be accommodated up to and including the meeting day;
- Deputations related to items not on the agenda may be scheduled within sixty (60) days of receipt of this form;
- Deputations will not be heard on a matter decided upon by Council until ninety (90) days have passed from the date of the matter's disposition by Council;
- Deputations are limited to 5 minutes.

Be advised that all Council and Committee of the Whole meetings are audio-video recorded and live streamed online. If you make a presentation to Council or Committee of the Whole, your presentation becomes part of the public record and you will be listed as a presenter in the minutes of the meeting. We post our minutes online, so the listing of your name in connection with the agenda item may be indexed by search engines like Google.

Personal information on this form will be used for the purposes of sending correspondence relating to matters before Council. Your name, address, comments, and any other personal information, is collected and maintained for the purpose of creating a record that is available to the general public in a hard copy format and on the internet in an electronic format pursuant to Section 27 of the Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990, c.M.56, as amended. Questions about this collection should be directed to the Director of Legislative Services/Town Clerk, Town of Newmarket, 395 Mulock Drive, P.O. Box 328, STN Main, Newmarket, ON L3Y 4X7; Telephone 905 895-5193 Ext. 2211 Fax 905-953-5100







# Town of Newmarket

## Minutes

### Main Street District Business Improvement Area Board of Management

Date: Wednesday, June 19, 2019

Time: 8:00 AM

Location: Cynthia Gallery Room  
Old Town Hall  
460 Botsford Street  
Newmarket, ON L3Y 1T1

BIA Board Members Present: Tom Hempen  
Councillor Kwapis (8:05 AM - 9:16 AM)  
Councillor Twinney  
Rob Clark  
Allan Cockburn  
Debbie Hill  
Mark Iacovetta  
Jennifer McLachlan  
Omar Saer  
Ken Sparks

Staff Present: E. Bryan, Business Development Specialist  
D. Lowes, Recreation Programmer - Community & Special Events  
J. Grossi, Legislative Coordinator

Guests: Gianni Creta, President, ENVI

The meeting was called to order at 8:05 AM.

Tom Hempen in the Chair.

#### 1. Additions and Corrections to the Agenda

The Chair advised that there were no additions or corrections to the agenda.

#### 2. Declarations of Pecuniary Interest

There were no declarations of pecuniary interest.

### **3. Presentations & Recognitions**

#### **3.1 Buskerfest**

The Recreation Programmer provided a presentation to the Main Street Business Improvement Area Board of Management regarding Buskerfest. He outlined the event details, potential closures and asked for feedback on event planning thus far.

The Members of the Main Street District Business Improvement Area Board of Management queried Staff on communication with business owners and a schedule of events.

Moved by: Allan Cockburn

Seconded by: Rob Clark

1. That the presentation provided by the Recreation Programmer regarding Buskerfest be received.

**Carried**

### **4. Deputations**

#### **4.1 ENVI Update**

Gianni Creta, President of ENVI, was in attendance to provide a deputation outlining updates to the ENVI network and Main Street businesses.

The Members of the Main Street Business Improvement Area Board of Management queried the deputant regarding future contracts and service delivery.

Moved by: Omar Saer

Seconded by: Rob Clark

1. That the deputation provided by Gianni Creta regarding ENVI be received.

**Carried**

## **5. Approval of Minutes**

### **5.1 Main Street District Business Improvement Area Board of Management Meeting Minutes of May 15, 2019**

Moved by: Allan Cockburn

Seconded by: Ken Sparks

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of May 15, 2019 be approved.

**Carried**

## **6. Items**

### **6.1 Staff Update**

#### **6.1.1 Financial Incentive Program Staff Working Group**

The Business Development Specialist provided an update on the Financial Incentive Staff Working Group, which replaced the Newmarket Downtown Development Committee (NDDC). She provided an update on the Clocktower application and advised that no additional applications had been received.

#### **6.1.2 Financial Update**

The Business Development Specialist provided a financial update to the Main Street Business Improvement Area Board of Management regarding a timeline to approve the 2020 budget, invoice standard operating procedures, and strategic plan cost allocation.

Rob Clark provided an update regarding the website and advised that the website renewal and security certificate has been paid for to continue operation of the site. He also advised that he registered the Main Street Business Improvement Area with the Ontario Business Improvement Area Association (OBIAA) which has programming that allows presentations to be made to Business Improvement Areas.

Moved by: Jennifer McLachlan

Seconded by: Ken Sparks

1. That the Main Street District Business Improvement Area Board of Management approve the annual costs associated with joining the Ontario Business Improvement Area Association (OBIAA).

**Carried**

Moved by: Allan Cockburn

Seconded by: Ken Sparks

1. That Rob Clark be reimbursed for the invoices regarding the Ontario Business Improvement Area Association (OBIAA) Membership and the costs related to the website maintenance.

**Carried**

Moved by: Omar Saer

Seconded by: Allan Cockburn

1. That the Main Street District Business Improvement Area Board of Management approve up to \$500 to schedule a workshop with the Ontario Business Improvement Area Association.

**Carried**

## **6.2 Street Events Update**

### **6.2.1 Buskerfest**

The Main Street District Business Improvement Area Board of Management discussed allowing vendors on Main Street for the duration of the Buskerfest Event on Saturday July 27, 2019.

Moved by: Omar Saer

Seconded by: Jennifer McLachlan

1. That the Main Street District Business Improvement Area Board of Management allow vendors on Main Street for Buskerfest on Saturday July 27, 2019; and,
2. That a fee of \$75 per table be collected.

**Carried**

### **6.2.2 Canada Day**

Ken Sparks provided an update to the Main Street District Business Improvement Area Board of Management regarding booth/vendor availability for Canada Day. The Board also discussed the ordering and storage of chairs and tables for the event.

### **6.3 Parking Update**

Councillor Kwapis advised that a downtown taskforce has been developed internally at the Town of Newmarket to address parking and garbage issues. The Main Street District Business Improvement Area Board of Management advised that increased communication between the Town and the businesses is needed around events regarding road closures and parking availability.

### **6.4 Garbage Update**

Councillor Kwapis advised that new garbage receptacles would be installed along Main Street in the next couple of weeks.

The Business Development Specialist advised of a potential private-public pilot partnership to install in ground garbage receptacles for Main Street Businesses to utilize.

The Main Street District Business Improvement Area Board of Management discussed the management of the in ground garbage receptacles, project timeline and draft contract.

## **7. New Business**

### **7.1 Meeting Schedule**

Rob Clark queried the Main Street District Business Improvement Area Board of Management regarding meeting date and or time to accommodate scheduling conflicts.

Moved by: Jennifer McLachlan

Seconded by: Debbie Hill

1. That the Main Street District Business Improvement Area Board of Management reschedule their meetings for the remainder of 2019 to begin at 7:00 AM.

**Carried**

## **7.2 Blue Doors Shelter**

Rob Clark advised that Michael Braithwaite from Blue Doors Shelters had been in contact regarding possible a partnership with the Main Street District Business Improvement Area.

## **8. Closed Session**

Tom Hempen advised that there was no requirement for a closed session.

## **9. Adjournment**

Moved by: Allan Cockburn

Seconded by: Debbie Hill

1. That the meeting be adjourned at 10:21 AM.

**Carried**

---

Tom Hempen, Chair

---

Date